



CELEBRATE

Entrepreneurship Week USA

RESOLVED:

* **Create and Build Entrepreneurship Education as a lifelong learning process**

* **Support a national week at local, state and national levels**

* **Encourage the proclamation by the President of an annual Entrepreneurship Week.**

*Thank You to the
U S Congress*

The 21st Century will belong to those who can take their ideas and make them happen. While the United States presently maintains the edge as an entrepreneurial society and competes in the global economy, the future shows clear signs of massive economic competition from abroad. More Americans in the future will need to be generating more ideas and better innovations if the United States is to stay ahead of the large populations of educated citizens in emerging and globally savvy economies.

In June of 2006, the U S House of Representatives passed a Resolution focused on continuing the creative efforts of entrepreneurs and small businesses as the leading creator of new jobs in the past decade. The Congress recognized the significance of *Entrepreneurship Week USA* to feature the contributions of American entrepreneurs and encourage the development of entrepreneurs of the future. They recognized that "the entrepreneurs of tomorrow are in our schools today". www.entre-ed.org

February 24-March 3, 2007, will be the first annual national entrepreneurship week celebration. The Consortium, as the leading education-related partner, is encouraging the "advocacy for the growth of entrepreneurship education at all levels of education nationwide". In our role we are not only encouraging youth to be excited about entrepreneurship, but we are also working to expand the knowledge,

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MICHIGAN PROGRAMS IN THE SPOTLIGHT

Grand Rapids has a special small school focused on Business, Leadership, and Entrepreneurship at Ottawa Hills High School. Principal Charles Burns says, "Each student has a vision, a goal, and a dream. We merely build the necessary bridges that will carry them forward." The focus in this theme school brings the fundamentals of entrepreneurship into every course, which means being alert to opportunities, being able to adapt to change, and being able to deliver on a promise or contract.



Entrepreneurship Students manage the Snack Attack, a lunchroom and lounge for seniors

Goals of the school include:

- Tap into the world of business
- Build leadership skills
- Encourage and develop entrepreneurial skills
- Learn teamwork skills essential in business
- Learn the elements necessary to develop and implement a business.

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Consortium for
Entrepreneurship
Education

is committed to
entrepreneurial
excellence.

Membership is open to all
who see entrepreneurship
education as a priority.

Benefits to
members include...

- networking with leaders nationwide
- conducting professional development forums and workshops
- developing and sharing new materials
- identifying young entrepreneurs as role models, and
- providing centralized information access to educators

For more information about
the Consortium please
contact . . .

**The Consortium for
Entrepreneurship
Education**

1601 West Fifth Avenue,
#199

Columbus, OH 43212

614-486-6538

Cashmore@entre-ed.org

www.entre-ed.org

Managing Editor...

* **Cathy Ashmore**

Contributing Writers...

* Cheryl Peters,
E-Generation, Battle Creek,
Michigan

* Charles Burns, Ottawa
Hills HS- Business,
Leadership and Entrepre-
neurship, Grand Rapids, MI

* Horace Robertson,
Consortium Secty-Treas.

CELEBRATE *Entrepreneurship Week USA* (continued from page 1)

skills, and attitudes of today's youth and adults to be SUCCESSFUL entrepreneurs in our nation's future. We are indebted to the U S Congress for their support of National Entrepreneurship Week and the importance of entrepreneurship education in the schools.

Plan NOW to share YOUR entrepreneurship program success nationwide!

√ **Be a Partner...Hold an Event.** Educators everywhere are encouraged to join us in creating education-related events during **The Week**. **Our goal is 5000 events nationwide!** See our website for over 50 ideas for your education-related events....and sign up to be listed as a Partner. <www.entre-ed.org>

√ **Support Your State Leadership Team.** It is our vision that leaders in each state will work together to "celebrate" all the great resources, educational programs, and entrepreneurs in their state. The first Teams are already forming in Nebraska, North Carolina, West Virginia and Illinois as we begin the planning for a concurrent "EntrepreneurshipWeekSTATE". Just imagine the impact of 50 state weeks as a stage for the nationwide celebration! See details for forming State Leadership Teams on the Consortium website. <www.entre-ed.org/E-week.htm>.

√ **National Organizations Support Entrepreneurship Education.** Many national organizations are recognizing the power of entrepreneurial experiences for young people throughout the educational system and joining us in support of EntrepreneurshipWeek USA. For example, the NFIB Young Entrepreneur Foundation is our first Partner, signing on to encourage small businesses that are NFIB members to reach out to teachers with their project, **NFIB Entrepreneur-in-the-Classroom**. For details see page 6.

√ **Start "the buzz" in Your Town.** Entrepreneurship teachers everywhere will serve as "Ambassadors" to start the conversation with parents, administrators, school boards, local community leaders, and other teachers to start the conversation about the importance of entrepreneurship education as a lifelong learning process. Events have been designed to reach out to all kinds of new networks to build awareness of the impact of entrepreneurship education. The media will be an important partner to "start the buzz" about your success stories.

√ **Share great "Young Entrepreneur Stories.** The Consortium is seeking short stories about the successes of your students. We believe the media will get involved if we can provide leads to great young entrepreneurs that are "going places". Please email us a short story and picture that could be used as part of our press releases, in our newsletters, and on our website.

√ **Join us in Phoenix.** The 24th Annual Entrepreneurship Education FORUM in Phoenix, Nov 4 – 7, will have opportunities to feature plans for the upcoming *Entrepreneurship Week USA*. Share your ideas with other teachers and get ideas for your own events. **Scholarships are available for teachers...Deadline September 15, 2006.** See our website at <www.entre-ed.org/_network/forum.htm>

EntrepreneurshipWeek USA will engage young people in the main spaces they occupy in their lives – education, work, leisure and media. It will inspire teens and twenty-somethings. It will catalyze debate among policymakers and practitioners. It will energize educators from all academic backgrounds and encourage them to foster the entrepreneurial skills of their students. It will forge alliances among an expansive coalition. It will recognize the work of those promoting entrepreneurship. Above all, it will celebrate the creativity, imagination and innovation of entrepreneurship in all its forms – business start-ups, social entrepreneurship and enterprising employees within any organization.

Plan now to CELEBRATE "Entrepreneurship Education Everywhere".

The First Annual Generation E Student Business Showcase

May 11, 2006 Battle Creek, Michigan

As all of us as Consortium members were writing to our representatives encouraging national recognition of "Entrepreneurship Week," Michigan was fortunate enough to equally gain state support.

In December 2005 the Generation E Entrepreneurship Education program in Battle Creek, Michigan met with a core committee to plan a celebration of young entrepreneurs. With a May 11 date, the event, "Success: The First Annual Generation E Student Business Showcase," took shape. With a request from a local economic development organization, Michigan's Governor Jennifer Granholm proclaimed the week of May 7, 2006 as "Michigan Youth Entrepreneurship Week" in honor of the Student Showcase.

Students from across the state, taking part in the Generation E Entrepreneurship Education program, showcased their businesses in downtown Battle Creek. A celebration of youth entrepreneurship, Success featured 96 youth and young adult student-run businesses.

Over 200 participants, from middle school, high school and young adult programs, qualified to register and attend. To qualify, each business had to have an instructor-approved business and financial plan and they had to have actually operated their business/service prior to the May 11, 2006 event.

Other schools, organizations, family members, friends and the general public were invited to attend and participate in all of the activities during the day. The day featured nationally known young adult entrepreneurs Michael Simmons and Cameron Johnson as keynote speakers. They joined five local entrepreneurs for judging competitions and workshop presentations. The participants listened to the speakers, presented their businesses to the judges and attended five workshops. The workshops featured a variety of topics including goal setting, locating and marketing your business, getting started, customer service and creative advertising.

Great Business Ideas



Above...Monster Music

Left....Molly's Making



And the Winner
is...

Grammar Plates

The Battle Creek Rotary Club and the Michigan Department of Labor and Economic Growth donated the scholarship and educational fund awards totaling over \$5,000, which were presented at the awards ceremony at the end of the day. One of the \$1,000 scholarship awards went to "Grammar Plates," a business developed to create custom license plates. The two owners quickly discovered other uses for their plates/molds and have, since the Showcase, produced custom plates and forms for plaques and chocolate. According to one of the owners, customer relations is the key to a successful venture. "If you're going to maintain a good business, you do that by making the customer happy. The customer is always right."

Generation E is a program devoted to encouraging entrepreneurship education in schools to aid students in making real life connections through the education process. While learning and developing traits needed to become an entrepreneur, students gain skills enabling them to become successful intrapreneurs (contributing employees) as well. Through Generation E training, educators offer students this hands-on educational program that incorporates entrepreneurial learning into middle school, high school and young adult curriculums.

The curriculums explore entrepreneurship characteristics; the students own interests, abilities and talents; appropriate social and business skills; idea generation; writing a business and financial plan; presentations and marketing their product/service.

Across the state of Michigan, the Generation E program has certified educators in public schools, technology centers, community colleges, private schools, nonprofit organizations, GED programs, work force programs and other programs that seek to provide economic growth and stability to a community.

Michigan Program contacts:

* Charles Burns
Ottawa Hills High School
Grand Rapids, MI
616-819-3532
<burnsc@grps.k12-mi-us>
(see page 1)

* Cheryl Peters
Generation- E
Battle Creek, MI
269-441-1324
<cheryl@caasc.org>
(see page 3)



BONUS ACTIVITY

CELEBRATE "Entrepreneurship Everywhere"

Diverse Programs with Common Goals

This activity is designed to assist teachers in thinking about and developing events in celebration of the first national Entrepreneurship Week. We suggest you talk with your students and other teachers to choose what you plan to do during the week February 24 - March 3, 2007. The goal is to share the wealth of ideas for developing entrepreneurial expertise in our schools and to showcase our creative students.

Lifelong Learning involves "Diverse Programs with Common Goals for Student Success"

How can entrepreneurship experiences at all levels of education, with such diverse content and activities, all be called "entrepreneurship education"? The Consortium for Entrepreneurship Education has spent the last 25 years encouraging teachers to create programs for their students to explore their opportunities to "create their own job". Although programs are quite diverse, we believe they have COMMON Goals for student SUCCESS as follows:

Goal 1. Orientation to change and opportunities everywhere

Goal 2. Student motivation based on opportunity to develop and use personal skills and talents

Goal 3. Understanding that success and wealth come to those who create a business that benefits others.

Goal 4. Belief that entrepreneurship experiences of any kind develop expertise over time

Goal 5. Value entrepreneurship curriculum that provides students with . . .

- educational rigor,
- real world relevance,
- and connections to adult world relationships

EntrepreneurshipWeek USA EVENTS - Ideas for Sharing Entrepreneurship Education

The Consortium has provided suggested events to get you started in planning your own ideas. There are over 50 suggested events on our website at www.entre-ed.org. Note the great diversity of the educational settings involved in some of these suggestions. We encourage teachers to be "Entrepreneurship Ambassadors", reaching out to other teachers in your school system to encourage the infusion of entrepreneurship as both content to develop entrepreneurial expertise and context for developing standard academic skills.

A 17 The Entrepreneurs of Tomorrow are in our Schools Today! - Organizations are encouraged to have events that bring entrepreneurs into the schools and community colleges during EntrepreneurshipWeek USA. Publicity will be encouraged to tell the story of the entrepreneur, of entrepreneurship as a career, why we have EntrepreneurshipWeek USA, and about potential awardees. Establish targeted "Thank You and Recognition Events" that fit with particular target audiences that support entrepreneurs and youth entrepreneurship. The message will focus on "Celebrating the contributions of Entrepreneurs and focusing on how the schools of America can prepare students for an entrepreneurial future". Events might focus on local chambers of commerce, local entrepreneurs, local community leaders, educators at all levels, local government, state and federal legislators.

A 10 Parents as Partners - Entrepreneurship teacher(s) encourage the PTA to hold a special event featuring students involved in entrepreneurship classes. The purpose of the program is to encourage expansion of entrepreneurship activities throughout the school and feature the students that are involved in existing programs. A parent who is a local entrepreneur could be the featured speaker....talking about the skills students could be developing in education and the opportunities for creating future businesses in the community. (More on page 5)

**** This bonus activity is designed to be clipped from the newsletter and used in the classroom. Feel free to share with others.

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EntrepreneurshipWeek USA EVENTS - Ideas for Sharing Entrepreneurship Education

A 13 Young Advisors at Work - Not every business is always booming. Using the expertise gained in an entrepreneurship class, students as individuals or teams visit existing community businesses to observe how the business operates. Teachers will assign a project to evaluate the business that would lead to recommendations for enhancing business performance.

A 14 Franchisor or Franchisee? - Franchises offer ready-made packages for the aspiring entrepreneur. These companies all have one thing in common: successful branding techniques. You too can be a successful franchisor if you create a successful local business that has potential for an expanding national market. But first, create that successful brand and learn how to develop a legal contract to attract others to your franchise. Students will invite experts from local franchises to discuss the issue of branding and techniques that can lead to a successful franchise operation.

A 15 Young Inventors on Stage - Students in programs focusing on entrepreneurship, science, and technology education are being encouraged to create new and better ways to solve today's problems. The resulting products often never get to market. This event is designed to take these ideas to the next level. Before sharing their ideas students need to seek assistance in protecting their ideas with patents, trademarks and copyrights. Then they could participate with a panel of business investors to convince them to invest in their business idea. Likewise, you can mimic an inventor/ entrepreneurship game show where innovative entrepreneurs can present their business plan or product to a group of local angels or venture capital firms who are prepared to invest in an original business idea.

A 16 Put Talent in the Bank - So many young people have musical talent and musical aspirations. But often they don't have the opportunity to combine their talents with business expertise such as marketing skills, cash flow management, prospecting for bookings, and event management. Entrepreneurship classes combined with related classes such as Sports and Entertainment Marketing, school-based music classes, etc. would organize a Community Music Festival that will showcase local talent in all genres of music. The project will assemble a panel of business advisors to evaluate each musical entry's plan. Each artist would submit a plan identifying how they would use the Music Festival to create their own future business opportunities. Their plans would show key business strategies, planning steps and profit-making opportunities for the future. Artists would be accepted to showcase their talent on stage after their business plan is reviewed and accepted by a panel of business advisors.

A 18 "EntrepreneurshipWeek USA SALE!" - Entrepreneurship programs or others that manage school stores can plan a special sales event for The Week, featuring special prices on standard products. Stores might bring in special products just available during Entrepreneurship Week. Students that have their own businesses and products to sell might arrange to be featured in the school store during Entrepreneurship Week. Local entrepreneurs might be invited to feature their products in the school store. Display windows and promotional flyers should feature EntrepreneurshipWeek USA sales. The school store managers should let the press know about this special school-based SALES Event run by local students.

A 19 Reaching Down Under - High school entrepreneurship students prepare a presentation on the opportunities of entrepreneurship to be given to different levels of classes such as 4th, 6th and 8th graders. On a following day they go back to hold an entrepreneurship game show or other competitions with these students to demonstrate the excitement of entrepreneurship and to be sure they understand the message from the first day. The 8th graders programs would especially focus on recruiting students for high school programs that teach entrepreneurship. A suggestion is to take the 8th graders on a tour of the school store run by the high school students. As a result the high school students will sharpen their skills and impact on younger students.

A 20 Casing the Neighborhood - Students are assigned the job of finding a neighborhood entrepreneur and writing a case study that explores the successes and failures of their business operation. After hearing the entrepreneur's story they write it up in a case study format. Then they create questions that center on the difficulties and failures of the entrepreneur's experience. Students in the classroom read the case study, and in groups discuss and propose solutions to the entrepreneur's problems. This activity not only provides experiences from entrepreneurs but focuses students on listening, writing, and problem solving skills.

A 21 Global Entrepreneurship Students in language classes need to learn the language of business and practice it with real native speakers from other countries. In the process they speak in the language, learn how business is conducted in the other country, and obtain help in planning a business-based presentation for their class. Students should include use of the country's money and foreign exchange, traditional business practices that are different from the US, and ideas for products and services that could be created using this country's culture. **SEE MORE Entrepreneurship Week USA EVENT IDEAS AT <www.entre-ed.org>**

The Ohio Council on Economic Education
The Ohio State University
College of Education
1900 Kenny Rd.
Columbus, OH 43210
12707.900125.61801

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24th Annual Entrepreneurship Education FORUM

Entrepreneurship...the NEW Gold Rush:
"Mining for Opportunities"

<WWW.ENTRE-ED.ORG>



PROFESSIONAL DEVELOPMENT & Resources

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NFIB's Entrepreneur-in-the-Classroom

Announcing programs designed to bring real life stories of entrepreneurs into the classroom, enabling students to learn first-hand about the risks and rewards of operating a small business.

Tomorrow's innovators are everywhere. Sure you can find them in business and marketing classrooms, but YEF believes **entrepreneurs are artists, musicians, scientists, doctors and writers, too.** These future leaders need to learn of the exciting opportunities of entrepreneurship, and we're committed to promoting entrepreneurship to the next generation of small-business owners. **Our three-module curriculum** exposes students of any discipline to real-life stories of entrepreneurship, enabling classrooms to become laboratories where students can learn about operating a small business.

Johnny Money: The Online Game

Coming soon from NFIB's Young Entrepreneur Foundation, Johnny Money is a free online game that lets teens explore the risks and rewards of business ownership in a fast-paced, fun way that will leave them wanting more information about YEF's programs. Johnny Money is the newest of the NFIB's Entrepreneur-in-the-Classroom programs, which are designed to enable students to learn first-hand about the risks and rewards of operating a small business.

Visit www.NFIB.com/eitc to begin using the curriculum

Exploring Entrepreneurship and Economics

Thomson South-Western Publishing company announces a new textbook for Middle School Students developed by author Cynthia Greene which focuses on career decision making skills for middle schools students.

The text helps build problem solving skills, integrates the study of personal finance economics, entrepreneurship and free enterprise in the workplace of the 21st Century. Included in the text is Making Entrepreneurship Work for You, a cumulative, team-based project consisting of multiple activities that help develop a complete business plan.

Text 288 Pages plus CD Available Now . . . School Price: \$47.00

Contact: www.exploringXtra.swlearning.com

High-Tech Law(In Plain English) An Entrepreneur's Guide.

Published by TECHNOS Press of the Agency for Instructional Technology An indepth look at the law as it relates to the high tech industry, written in a down-to-earth manner for any entrepreneur to understand. You will find copyright, exporting goods, intellectual property, patents, taxes, trademarks, Venture capital, and much more. Contact AIT at www.ait.net